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SUPERMARKET CONFIDENTIAL

Have you ever noticed that nice-looking young lady in her twenties with her purse open in the baby seat of her shopping cart and her cigarettes in her hand? She takes a package of mascara and one of nail polish off the shelf, lights a cigarette, glances back and forth and then in one deft motion places her cigarettes and the other items into her purse and snaps it shut.

Or have you ever seen the rather frail young man, also in his twenties, dressed in jeans and a jacket? He

This is the SEVENTEENTH ANNUAL SURVEY of shoplifting by Commercial Service Systems, Inc. It is based on 20,111 apprehensions reported during 1979 from the following sources:

- 746 Supermarkets from 12 companies reported 14,656 cases.
- 125 Drug Stores from 3 companies reported 4,015 cases.
- 46 Discount Stores from 4 companies reported 1,440 cases.

Percentages in the text pertain to supermarkets. Consult the tables on pages A through D for equivalent percentages for drug and discount stores.

lines his shopping cart with cartons of cereal and rolls of paper goods but leaves a space in the middle. He loads twenty or more sirloin steaks into a bag he brought into the store with him, places the bag into the center of his cart so that it is hidden by the cereal and the towels, and pushes the cart over to the guard railing near the door and leaves it. Then he walks back among the gondolas as if he has forgotten something. He hasn't. He is on his way out of the store. As soon as he clears the building, his confederate enters from the other side through the door nearest the spot where the cart with the steaks has been abandoned. This newest "customer" reaches over the railing, lifts out the bag containing the steaks and departs the way he came. Only a few seconds have elapsed, but well over a hundred dollars worth of steaks have disappeared.

You might wonder why the young man is so frail on a diet of choice beefsteak. The answer is that the steaks are not used to feed the young man. The steaks are used to feed his narcotics habit.

Or those nice-looking children. The ones there by the toys couldn't be over ten or eleven. And those cute teenage girls by the cosmetics and the fellows looking at tools displayed among the household goods. You certainly don't think they are stealing?

From where you are standing you may not believe it because you haven't actually seen the merchandise "go down." But look up! See those mirrors high up on the wall near the ceiling? If you were up there, you would see what we have described and a whole lot more. Behind those mirrors sit the security agents whose business it is to protect the store's merchandise from shoplifters. These are not security "guards." Security guards wear uniforms and stand at the door or somewhere else where they are most obvious. These security specialists are up behind the mirrors or down on the sales floor mingling with the customers. They don't wear uniforms. They dress and look just like you and me. They not only protect the store's merchandise, they protect you from having to pay for what the shoplifter steals.

You are still not convinced?

Would you like to know what these agents see and what they and store managers and store employees put up with every time they open their doors to the public?

Would 14,656 actual cases make the previous examples seem more credible? That is the number of apprehensions on which Commercial Service Systems of Van Nuys, California has based its most recent survey of shoplifting. Each time a shoplifter was apprehended, a written report containing all of the details was sent to Commercial Service Systems, where a central file containing many thousands

of shoplifters is maintained. The written reports were used as source documents for compiling the statistical information contained in this survey.

TO PROSECUTE OR NOT TO PROSECUTE?

That is the question. Why prosecute? After all, the average value recovered each time a shoplifter is apprehended, is only \$7.37 (up one dollar from a year ago). The total value of the merchandise recovered from those who got caught was \$108,424.00. But what about the ones who got away? Let's suppose that twenty did get away for each one who was caught. That would mean 293,120 shoplifters successfully stole an average of \$7.37 for a grand total of \$2,160,294.00.

What does that mean to the supermarket operator and to you, the consumer? Consider that the market's net profit is approximately one percent. What this means is that the stores reporting in this survey had to put at least \$216,000,000.00 worth of sales through their cash registers just to make up for what was stolen by shoplifters. Most loss prevention executives will tell you that is a conservative estimate.

If you want to know why you find high prices in the supermarket, don't forget to add in the substantial cost of shoplifting.

WHY NOT PROSECUTE ALL SHOPLIFTERS?

If the cost is that high and the problem that great, why not prosecute all shoplifters instead of only 34.1% as indicated in this survey?

The reason why merchants prosecute shoplifters at all is to attempt to create a deterrent. There is no indication that prosecuting 100% of the shoplifters caught will completely eliminate the problem. The management strategy is to determine what percentage of prosecutions will create the greatest deterrent effect. The objective is to limit shoplifting, not to punish as many people as possible. The average rate of prosecution by the companies reporting for this survey is 34.1%. Among companies reporting seven hundred or more cases, the prosecution rate ranged from a low of 16.5% up to 75.2%.

There is substantial cost connected with prosecuting shoplifters. Obviously, agents' or employees' time spent in court is time they are paid for and when they are in court, they can't watch the store.

Another problem has occurred in some police jurisdictions in California. It is the Proposition 13 syndrome.*

*Proposition 13, called the Jarvis initiative, cutting property taxes has resulted in less money being available for police and other agencies of government in California.

Agents report that it is not uncommon to wait from two to three hours before uniformed police officers arrive at the store in response to their "shoplifter in custody" call. This is both frustrating and expensive. The shoplifter cannot be left alone. Time spent waiting with the person in the office is time which could otherwise be spent in watching the store.

WHO IS THE SHOPLIFTER?

If you were to go through the massive central file of shoplifters at Commercial Service Systems, you would find every kind of person you could imagine, and some you couldn't.

There is the well-scrubbed teenager who has more than enough allowance to pay for what he has stolen. If the person is under eighteen years of age, the odds are almost two to one that the person will be a male. (See age groups in the tables on page "C"). In the adult group, the ratio of male/female apprehension is about fifty-fifty. (See section on sex on page "A").

You would find the professional person, the laborer, the nice little lady who lives in the neighborhood. You find the person who expresses remorse when caught. You would find the belligerent, the combative, the deadly dangerous who come armed with knife or loaded gun.

The shoplifting agent and store operating personnel face them all. Is it dangerous? Yes, it is dangerous and

it can be deadly. Agents are regularly injured in the line of duty. Agents and employees sometimes lose their lives as a result of stopping a shoplifter.

THE RELATIONSHIP BETWEEN AGE AND SHOPLIFTING

It is most significant, perhaps, that 66.6 percent of all shoplifters reported were under 30 years of age. There is an inherent challenge to society in these figures:

- 6.2% of all shoplifters were under 12 years of age.
- 26.7% of all shoplifters were between 12 & 17 years.
- 33.7% of all shoplifters were between 18 & 29 years.

The challenge would seem to lie in the belief that the young are impressionable and can be taught. If that is a valid premise, society in general and the retail community in particular would do well to reach out to the younger members of society with information and educational programs. These figures indicate that the lower grades of primary school is the place to begin.

THE DEMOGRAPHICS OF AGE

Bureau of the Census publication Series P-25 Number 704 projects the total population of the United States to be 220,232,000 as of July 1, 1979.

The following table shows a comparison between the estimated number of people in the indicated age group with the number of shoplifters reported in that group.

<u>AGE GROUP</u>	<u>PERCENTAGE OF AGE GROUP ESTIMATED WITHIN THE GENERAL POPULATION</u>	<u>PERCENTAGE OF TOTAL SHOPLIFTERS REPORTED WITHIN THE AGE GROUP</u>
12 to 17 Yrs.	10.6%	26.7%
18 to 29 Yrs.	21.7%	33.7%
30 to 39 Yrs.	13.7%	12.8%
40 to 49 Yrs.	10.3%	7.0%
50 to 59 Yrs.	10.5%	5.4%
60 and over	15.4%	7.1%

The 12 to 17 group was the most troublesome in relation to its size within the general population. Members of that group were apprehended approximately two and one-half times the rate one might expect based on their actual numbers.

The 18 to 29 group was apprehended approximately one and one-half times the rate one might expect. The 30 to 39 and the 40 to 49 groups were apprehended at a rate somewhat commensurate with their size. The 50 to 59 group and the over 60 group were the least troublesome, being apprehended only about one-half as often as one might expect.

WHEN DOES THE SHOPLIFTER STRIKE?

All of the time. Any time the store is open. The tables on page "B" show that there is very little variance in the number of shoplifters reported from month to month or from day to day. Shoplifters don't take vacations. Or more nearly they continue to shoplift while on vacation.

The table at the top of page "C" shows that the largest percentage of apprehensions occurred between the hours of 3:00 PM and 6:00 PM *. That is the busiest time in most stores and the number of shoplifters appears simply to be proportional to the number of customers in the store.

WHAT DOES THE SHOPLIFTER TAKE?

Anything. Everything. The modern supermarket may stock 15,000 different items. Nothing is safe and certainly nothing is sacred. Religious candles have been recovered from the shoplifter. Fresh meat is a common item. Among adults one or more items of fresh meat were recovered in 15.8% of the cases. (See table on page D.)

Liquor was recovered in 7.9% of the adult cases, but only in 4.2% of juvenile stops. Cigarettes were recovered in only 5.2% of both adult and juvenile cases. Clothing items were recovered in 6.9% of the adult cases, but in 9.0% of the juvenile stops.

WHY DOES THE SHOPLIFTER STEAL?

We should mention first that the shoplifter does not steal out of need. It is a rather rare exception when the ordinary shoplifter does not have more than enough money to pay for what he has stolen.

*The largest number of apprehensions have been made during the time period from 3:00 PM to 6:00 PM for seventeen consecutive years.

The professional or the addict is another matter. If the addict had the money to pay for the narcotics he craves, he would not be stealing in the first place.

The ordinary or the so-called amateur shoplifter may be stealing as a result of his priorities. He may have only so much money and decides to steal from the market and to spend his money elsewhere, but he doesn't steal out of desperation.

Why does the noble human being stoop to petty theft? Because he is imperfect, of course. But why does human imperfection surface so often in the modern supermarket and other self-service stores?

The answer would seem to be because it is so easy to shoplift. It doesn't take any talent. Only a little misdirected courage to pick it up and stash it in the purse or in the pocket or under the coat or jacket. Merchandise was concealed in these three ways in 78% of the cases. (See table on page D.) A great many people are willing to gamble when the odds are against them. With odds of twenty to one or more that they will get away with it, the temptation can only be increased.

DOES THE HONEST CUSTOMER WANT TO KNOW?

The honest customer is rather well shielded from the ugly facts of shoplifting. This is no accident. The supermarket operator does not want to alienate his good customers

with undue restraints or restrictive procedures.

The typical customer does not seem to want to get involved. At least it is a rare happening when a customer seeks out a store manager with information about a theft he saw take place.

We are all customers at one time or another. It is easy to take the attitude that shoplifting is the merchant's problem. But in the long run it is the consumer's problem too because the cost of shoplifting is as much a part of business expense as real estate, or taxes or utilities or goods.

Remember that the next time you are looking for a program for the PTA, the scouts or your service club. It's a fascinating subject and you won't be disappointed in your audience's reaction.

The tables on pages A through D provide detailed information about the study of 20,111 cases reported from supermarkets, drug stores and discount stores during 1979.

The table on page E contains highlights from this continuing study for the years 1968 through 1979 inclusive.

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The following tables show all survey data separated into SUPERMARKET, DRUG STORE and DISCOUNT STORE categories. Each of those categories is analyzed four different ways:

1. ALL DATA AS A SINGLE BODY.
2. A COMPARISON OF MALE AND FEMALE ACTIVITY.
3. A COMPARISON OF ADULT AND JUVENILE ACTIVITY.
4. A COMPARISON OF JUVENILE MALE AND JUVENILE FEMALE ACTIVITY.

Within each of the above four categories, complete distribution of shoplifting activity is shown as follows:

1. SHOPLIFTERS TURNED OVER TO THE POLICE.
2. SHOPLIFTERS RELEASED AT STORE LEVEL.
3. TIME OF DAY - DAY OF WEEK - MONTH SHOPLIFTING OCCURRED.
4. SEX OF SHOPLIFTER.
5. AGE GROUPS.
6. KIND OF MERCHANDISE STOLEN.
7. METHOD OF OPERATION.
8. AVERAGE NUMBER OF ARTICLES RECOVERED PER APPREHENSION.
9. AVERAGE VALUE OF MERCHANDISE RECOVERED PER APPREHENSION.

TOTAL CASES				TOTAL MALES			TOTAL FEMALES			TOTAL ADULTS			TOTAL JUVENILES			TOTAL MALE JUVENILES			TOTAL FEMALE JUVENILES		
MARKET	DRUG	DISC		MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC
TOTAL CASES	14,656	4015	1440	8137	2120	736	6424	1849	695	9126	1926	889	4605	1917	511	2903	1135	306	1682	778	202
SHOPLIFTERS BOOKED	30.8	28.0	54.9	30.6	24.4	49.7	31.0	32.1	60.3	34.1	36.7	63.4	24.7	18.4	39.7	22.5	16.1	35.6	28.4	21.7	46.5
SHOPLIFTERS RELEASED	69.2	72.0	45.1	69.4	75.6	50.3	69.0	67.9	39.7	65.9	63.3	36.6	75.3	81.6	60.3	77.5	83.9	64.4	71.6	78.3	53.5

AVERAGE NUMBER OF ARTICLES RECOVERED PER APPREHENSION																					
AVERAGE NUMBER OF ARTICLES RECOVERED	3.1	2.6	4.5	2.5	2.1	3.6	3.8	3.2	5.6	3.3	2.4	5.1	2.6	2.7	3.4	2.2	2.3	2.7	3.4	3.3	4.5

AVERAGE VALUE OF MERCHANDISE RECOVERED PER APPREHENSION																					
AVERAGE VALUE RECOVERED	\$7.37	9.07	25.44	6.49	7.57	22.34	8.47	10.76	28.29	8.61	10.85	28.65	4.73	6.97	19.42	3.68	5.97	19.53	6.46	8.45	19.24

SEX OF SHOPLIFTER																					
MALE	55.3	52.8	51.1	100	100	100				50.8	46.8	45.8	63.0	59.2	59.9	100	100	100			
FEMALE	43.6	46.1	48.3				100	100	100	48.0	51.6	53.7	36.5	40.6	39.5				100	100	100

A

TOTAL CASES			TOTAL MALES			TOTAL FEMALES			TOTAL ADULTS			TOTAL JUVENILES			TOTAL MALE JUVENILES			TOTAL FEMALE JUVENILES		
MARKET	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC

M O N T H																					
JANUARY	10.0	7.7	7.0	11.0	7.6	6.3	8.8	7.7	7.9	9.3	8.8	7.2	10.8	6.5	6.8	11.4	6.3	6.5	9.9	6.8	7.4
FEBRUARY	10.3	5.7	7.9	10.7	5.7	7.3	9.7	5.7	8.6	9.4	4.8	8.8	11.0	6.4	5.5	11.2	5.3	5.2	10.7	7.8	5.9
MARCH	11.6	7.3	9.9	12.2	8.4	10.5	10.7	5.9	9.4	11.1	6.6	9.4	11.5	7.7	10.4	12.4	9.1	10.5	9.7	5.4	10.4
APRIL	9.0	6.2	7.8	9.2	6.2	6.7	8.6	6.1	8.9	8.5	6.1	8.9	8.7	5.9	5.7	8.7	6.0	5.6	8.5	5.8	5.9
MAY	8.5	7.0	8.1	8.3	6.1	8.2	8.8	8.1	7.9	8.2	6.4	7.9	8.9	7.7	8.2	8.2	6.5	8.5	10.1	9.5	7.9
JUNE	8.0	7.4	6.4	7.3	7.5	7.1	8.8	7.2	5.6	7.5	5.1	6.5	8.2	9.4	6.1	7.4	10.0	6.2	9.6	8.7	5.9
JULY	7.2	7.9	9.0	6.7	8.0	8.8	8.0	7.6	9.2	7.6	8.7	8.0	6.9	6.9	10.2	6.5	7.0	8.5	7.6	6.7	12.4
AUGUST	7.4	8.5	7.8	7.0	7.9	8.3	7.9	9.2	7.3	7.7	9.6	6.6	7.7	7.9	10.2	7.5	8.4	10.5	7.7	7.1	9.9
SEPTEMBER	5.8	8.8	8.1	5.6	7.2	9.0	5.9	10.7	6.9	6.6	9.2	8.3	5.0	8.8	8.2	5.2	7.4	9.2	4.5	10.9	5.9
OCTOBER	7.9	9.3	7.6	7.1	9.8	6.9	8.9	9.0	8.3	8.6	10.0	7.6	7.8	9.2	8.0	7.3	9.5	8.2	8.6	8.7	7.9
NOVEMBER	6.5	10.8	9.9	6.4	10.8	8.8	6.7	11.0	11.1	7.1	11.4	11.1	6.4	10.7	8.4	6.3	10.8	7.5	6.7	10.5	9.9
DECEMBER	7.1	12.2	9.9	7.6	13.5	11.5	6.7	10.9	8.3	7.9	12.4	9.2	6.2	11.7	11.5	6.7	12.6	12.7	5.5	10.4	9.9
NOT INDICATED	.8	1.2	.6	.9	1.2	.7	.6	1.0	.4	.6	.9	.3	1.0	1.3	.8	1.1	1.1	1.0	.9	1.5	.5

D A Y O F W E E K																					
MONDAY	14.7	13.6	1.9	14.5	13.3	2.3	14.8	13.6	1.6	14.5	13.7	2.2	15.4	13.4	1.2	15.2	14.2	.7	15.8	12.2	2.0
TUESDAY	14.7	11.6	16.5	14.5	11.9	16.0	14.8	11.2	17.0	14.4	11.8	16.5	14.8	11.0	16.2	14.8	11.9	19.3	14.8	9.8	11.4
WEDNESDAY	14.0	10.4	15.8	13.8	9.9	15.8	14.5	11.1	15.8	13.6	11.0	16.8	15.4	10.0	14.5	15.4	8.5	15.4	15.2	12.1	12.9
THURSDAY	14.0	12.9	17.4	13.5	12.3	16.8	14.8	13.5	18.1	13.4	12.3	17.8	15.2	13.6	16.2	15.0	13.1	17.0	15.8	14.1	15.3
FRIDAY	13.4	16.4	15.2	13.9	16.4	13.6	12.8	16.5	16.8	14.0	18.1	14.7	12.7	15.4	15.9	13.3	15.5	13.7	11.7	15.4	19.3
SATURDAY	12.7	18.2	15.4	12.6	18.0	16.7	12.8	18.4	14.1	13.4	17.5	15.5	11.1	18.8	15.5	10.7	17.7	15.7	11.6	20.2	15.3
SUNDAY	12.7	13.0	15.7	13.1	13.4	16.6	12.1	12.7	14.8	13.2	12.1	14.8	11.8	14.1	17.8	11.8	14.6	15.7	11.7	13.4	20.8
NOT INDICATED	3.8	4.0	2.1	4.2	4.8	2.2	3.3	3.0	1.7	3.6	3.5	1.6	3.7	3.8	2.7	3.8	4.4	2.6	3.6	2.8	3.0

B

TOTAL CASES MARKET DRUG DISC	TOTAL MALES			TOTAL FEMALES			TOTAL ADULTS			TOTAL JUVENILES			TOTAL MALE JUVENILES			TOTAL FEMALE JUVENILES		
	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC
TIME OF DAY SHOPLIFTING OCCURRED																		
OPENING TILL NOON	8.4	8.1	9.2	8.5	8.7	10.7	8.3	7.4	7.8	9.1	8.2	10.3	7.7	8.0	7.2	7.9	9.0	8.8
NOON - 3 PM	22.5	26.5	34.7	20.3	25.7	29.1	25.3	27.7	40.7	23.2	26.1	37.5	22.0	27.5	31.5	21.8	25.7	27.8
3 PM - 6 PM	37.6	35.4	34.7	35.9	35.0	36.4	39.8	35.9	32.7	35.5	33.6	29.4	42.8	37.0	44.0	41.0	37.0	46.4
6 PM - 9 PM	20.8	22.5	18.0	23.4	22.9	20.1	17.6	22.1	15.8	21.6	25.2	20.5	18.9	20.3	12.5	20.3	20.6	13.7
9 PM - 12M	5.7	2.6	1.0	6.9	2.7	.8	4.2	2.5	1.2	6.2	3.4	.4	4.1	1.8	1.8	4.7	2.2	.7
AFTER MIDNIGHT	.5	.2	.1	.6	.2	.1	.3	.2	-	.5	.3	.1	.3	.1	-	.3	.1	-
NOT INDICATED	4.5	4.6	2.4	4.4	4.8	2.7	4.5	4.2	1.9	3.8	3.3	1.8	4.2	5.4	2.9	4.1	5.4	2.6

AGE GROUPS																		
UNDER 12	6.2	13.1	6.3	8.0	18.6	9.4	4.1	7.1	2.7				19.9	27.5	17.8	22.4	34.7	22.5
12 TO 17	26.7	34.6	29.2	27.0	35.0	32.2	22.1	35.0	26.3				80.1	72.5	82.2	77.6	65.3	77.5
18 TO 29	33.7	26.2	29.0	30.4	23.0	24.0	33.1	29.5	34.7	51.0	54.5	47.0						
30 TO 39	12.8	9.1	15.5	10.8	8.1	14.7	13.7	10.2	16.3	19.4	19.0	25.1						
40 TO 49	7.0	4.7	7.8	5.6	3.9	8.2	7.7	5.5	7.6	10.5	9.8	12.7						
50 TO 59	5.4	4.1	5.8	4.0	3.9	5.0	6.4	4.3	6.3	8.2	8.6	9.3						
60 AND OVER	7.1	3.9	3.6	6.2	3.7	3.4	7.3	4.2	3.7	10.8	8.2	5.8						
NOT INDICATED	1.1	4.3	2.8	7.4	3.9	3.1	5.7	4.2	2.3									

C

TOTAL CASES				TOTAL MALES			TOTAL FEMALES			TOTAL ADULTS			TOTAL JUVENILES			TOTAL MALE JUVENILES			TOTAL FEMALE JUVENILES		
MARKET	DRUG	DISC		MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC	MKT	DRUG	DISC
METHOD OF CONCEALMENT																					
IN PURSE	30.6	24.0	29.6	2.5	.6	1.2	66.3	50.9	59.7	39.3	32.9	36.1	15.5	15.9	19.2	1.1	.3	.3	40.4	38.7	48.0
SHOPPING BAG	2.8	4.3	15.9	2.8	3.5	19.0	2.9	5.4	12.8	2.4	2.9	15.2	3.6	5.6	16.8	2.9	4.1	19.0	4.9	7.8	13.9
OTHER BAG	3.3	4.5	2.7	3.2	4.3	2.7	3.4	4.8	2.7	2.6	3.5	2.4	4.6	5.6	3.5	3.7	4.9	3.6	6.4	6.4	3.5
PROFESSIONAL	.5	.3	1.4	.7	.5	1.6	.2	.1	1.2	.7	.5	1.8	.1	.1	.4	.0	.2	-	.1	-	1.0
IN POCKET	21.8	29.5	15.6	34.0	46.2	27.4	6.4	10.5	2.7	19.7	24.8	15.1	26.4	34.4	16.6	34.2	46.9	23.5	13.1	16.2	5.9
LABEL SWITCHER	1.9	2.5	5.6	1.5	1.9	8.2	2.4	3.2	2.9	2.5	3.7	5.4	1.0	1.5	6.1	.8	1.5	9.5	1.2	1.5	1.0
ACCOMPLICE	2.7	3.4	4.9	2.9	3.8	5.7	2.5	3.0	4.2	2.2	1.9	3.1	3.9	5.1	7.4	3.4	5.1	6.9	4.6	5.1	8.4
UNDER CLOTHING	25.6	13.7	9.8	39.4	20.2	15.6	8.1	6.1	3.6	22.6	11.7	7.4	30.5	16.1	13.9	38.6	20.4	18.6	16.4	9.9	6.4
OTHER METHOD	7.9	12.7	11.9	9.6	13.8	15.4	5.7	11.2	8.3	6.0	13.8	11.6	11.1	11.7	12.3	11.4	12.7	14.7	10.6	10.3	8.9
NOT INDICATED	3.0	5.0	2.6	3.4	5.1	3.1	2.2	4.8	1.9	2.0	4.3	1.9	3.2	4.0	3.7	3.7	4.0	3.9	2.3	4.0	3.0

CATEGORIES OF MERCHANDISE STOLEN																					
FRESH MEAT	11.8	.1	1.7	12.4	.0	1.7	11.1	-	1.7	15.8	.1	2.5	2.4	-	-	2.4	-	-	2.4	-	-
DELI	8.7	.2	1.0	8.6	.1	.8	8.7	.2	1.3	10.8	.3	1.4	4.1	.1	.2	4.0	-	-	4.3	.1	.5
OTHER FOOD	21.4	6.0	4.3	21.9	7.1	3.1	21.0	4.8	5.3	17.7	3.4	4.1	30.3	8.8	4.3	32.4	10.6	2.9	27.0	6.4	6.4
LIQUOR	6.9	3.5	.8	10.0	5.6	.5	3.6	1.2	1.0	7.9	6.0	1.0	4.2	.5	.2	5.9	.7	-	1.6	.3	.5
CIGARETTES	5.2	1.8	1.2	6.3	2.7	1.4	3.9	.9	.9	5.2	1.9	1.3	5.2	1.8	.8	5.5	2.3	.3	4.6	1.2	1.5
VITAMINS	.9	1.2	.8	.8	1.2	.8	1.1	1.2	.8	1.1	2.1	1.1	.4	.3	.2	.4	.3	.3	.3	.4	-
SUNDRIES	7.5	9.3	1.0	6.0	9.4	.5	9.0	8.7	1.5	8.3	15.6	1.3	5.2	2.4	.6	4.2	2.6	.3	6.9	2.1	1.0
CLOTHING	7.7	9.5	17.4	5.3	6.3	8.1	10.2	12.9	26.8	6.9	11.2	17.9	9.0	7.3	16.2	5.9	4.5	9.4	13.7	10.9	26.6
OTHER NON-FOOD	30.0	68.5	71.9	28.8	67.5	83.1	31.4	70.0	60.6	26.3	59.6	69.3	39.2	78.9	77.6	39.3	79.0	86.6	39.1	78.7	63.5

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SUPERMARKET SHOPLIFTING DATA 1968 - 1979

YEAR AND NUMBER OF CASES	PERCENT OF ADULTS PROSECUTED	PERCENT OF JUVENILES TO POLICE	DAY WHEN MOST SHOPLIFTERS WERE CAUGHT	MONTH WHEN MOST SHOPLIFTERS WERE CAUGHT	TIME PERIOD WHEN MOST SHOPLIFTERS WERE CAUGHT	AGE GROUP MOST OFTEN APPREHENDED	PERCENT OF SHOPLIFTERS UNDER THIRTY YEARS OLD	RATIO OF MALE-FEMALE APPREHENSIONS	PERCENT CONCEALED IN POCKET-PURSE OR UNDER CLOTHING	AVERAGE NUMBER OF ARTICLES RECOVERED	AVERAGE VALUE OF MERCHANDISE RECOVERED
1979 14,656	34.1%	24.7%	MON TUES	MAR	3-6 P.M.	18-29	66.6%	55.3% M 43.6% F	78.0%	3.1	\$7.37
1978 17,326	33.0%	21.7%	WED	APR	3-6 P.M.	18-29	70.6%	54.9% M 44.3% F	78.4%	3.2	\$6.39
1977 16,255	35.3%	24.7%	FRI MON	MAY	3-6 P.M.	18-29	70.2%	52.6% M 47.3% F	80.6%	3.2	\$5.99
1976 16,100	35.7%	24.9%	THUR	MAR	3-6 P.M.	18-29	71.6%	51.4% M 48.6% F	81.3%	3.2	\$5.90
1975 18,303	37.3%	24.1%	WED	JAN	3-6 P.M.	18-29	71.2%	54.2% M 45.7% F	81.1%	3.0	\$4.91
1974 18,165	42.3%	25.8%	FRI	MAR APR	3-6 P.M.	12-17	71.3%	56.5% M 43.5% F	79.2%	3.1	\$4.97
1973 14,790	42.6%	25.0%	THUR	OCT NOV	3-6 P.M.	12-17	69.5%	51.2% M 48.8% F	79.4%	3.0	\$4.32
1972 15,542	39.4%	23.6%	FRI	MAR	3-6 P.M.	12-17	66.5%	50.3% M 49.7% F	79.9%	3.0	\$3.85
1971 13,599	37.1%	22.9%	WED	DEC	3-6 P.M.	12-17	68.2%	57.0% M 42.9% F	78.0%	3.1	\$4.35
1970 13,439	36.3%	20.9%	THUR	FEB APR	3-6 P.M.	12-17	68.3%	56.1% M 43.9% F	77.3%	3.1	\$3.81
1969 12,460	30.6%	22.9%	THUR	MAR	3-6 P.M.	12-17	67.3%	56.2% M 43.8% F	77.0%	3.2	\$3.80
1968 10,212	30.8%	20.4%	FRI	OCT	3-6 P.M.	12-17	66.3%	50.7% M 49.3% F	78.7%	3.1	\$3.40



COMMERCIAL SERVICE SYSTEMS INC.

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